



Montana Branding Workshops

November, 2007

The background of the slide features a light blue gradient with a faint, semi-transparent image of classical architectural columns on the left side. The columns are white with detailed capitals and fluted shafts.

Presenters

- Katy Peterson
 - Consumer Marketing Manager
 - Travel Montana
- Kevin Schulman
 - Prime Group
- Mike Bento
 - Marketing Consultant

The background of the slide features a low-angle photograph of classical columns on the left side, which fades into a solid light blue gradient that covers the rest of the slide. The entire content is framed by a thin white border, which is itself set within a larger brown border.

Introduction to Branding

The background of the slide features a light blue gradient with a faint, semi-transparent image of classical architectural columns on the left side. The columns are white with detailed capitals and fluted shafts.

What is a Brand?

- Medieval Concept
 - Before packaging or advertising
 - Differentiate products in the marketplace
- Signal to the Consumer
 - Sets expectations
 - Facilitates referral and repeat purchase

A decorative background image featuring a series of classical columns, likely from a Greek or Roman temple, rendered in a light blue, semi-transparent style. The columns are arranged in a perspective view, receding into the distance. The entire slide is framed by a thick brown border.

A BrandIs

- Essential attributes that distinguish a product, good or service from its competitors
- Direct/indirect consumer experience
- Consumer perception of people who use the product
- Strategic roadmap for advertising, marketing and promotion




A Brand.....is NOT!

- Advertising slogan or tagline
- Clever play on words that requires explanation
- Consensus statement that captures every possible attribute, instead of the strongest
- Something that changes from year to year



Three Examples

- Nordstrom
 - Brand
 - High quality, extreme customer service
 - Mostly clothing
- Target
 - Brand
 - Affordable, stylish, responsible
 - Clothing, household and more
- Wal-Mart
 - Brand
 - Low cost, large quantity
 - Clothing, household, grocery, outdoor, etc



Destination Branding Gone Wrong

- Seattle
 - “Metronatural”
- Washington State
 - “Say WA!”
- Kansas
 - “As Big as You Think”
- Maryland
 - “More Than You Can Imagine”



Destination Branding Done Right

- Las Vegas
 - 1998
 - Changed branding strategy to attract families but kept gambling and show girls
 - Advertising Campaigns
 - Its Anything and Everything!
 - Open 24 Hours!
 - 2003
 - Return to core brand strategy
 - Unique adult entertainment escape
 - Advertising Campaigns
 - What Happens Here, Stays Here

The background of the slide features a light blue gradient with a faint, vertical image of classical columns on the left side. The columns are white with dark capitals and are set against a darker blue background.

Branding Done Right

- National Park Service
 - 380+ units, 7 regions, etc
 - Visitation leveling off, public support weak
 - Confused and fractured communication
 - Common element was overcrowding and deteriorating facilities
 - Internal and External Research
 - Brand is based on uniquely personal experience and patriotism

The background of the slide features a light blue gradient with a faint, vertical image of classical columns on the left side. The columns are white with detailed capitals and are set against a darker blue background.

Branding Montana

- The Process
 - Review of existing marketing materials
 - Focus group research with past and potential visitors
 - Stakeholder workshops
 - Analysis and Insight
 - Recommendations to Travel Montana
 - Quantitative Research




Branding Montana

- Strong, clear set of the most compelling attributes
 - Compelling to the target audience, not to stakeholders
 - “Geo-tourists”
 - High value, low impact visitors
- Suggestive, not exhaustive



Branding Montana

- Brand Strategy
 - Research based and research validated brand strategy to attract the target audience
- Brand Architecture
 - Template for applying fundamental brand strategy at the regional, local and property level

The background of the slide features a light blue gradient. On the left side, there is a vertical strip showing a close-up, low-angle view of classical architectural columns with Corinthian capitals. The columns are white and detailed with fluting and ornate capitals. The overall composition is framed by a thin brown border.


Brand Discovery – Exercise One

Defining the Montana Tourism Experience




Defining the Montana Tourism Experience

- What are the strongest aspects of the Montana tourism offering?
 - “What most often delights your guests/customers?”
 - 10 minutes
- What are the weakest aspects of the Montana tourism offering
 - “What most often disappoints your guests/customers?”
 - 10 minutes
- Top Five in Each List
 - 5 minutes

The background of the slide features a low-angle, upward-looking perspective of several tall, white classical columns with ornate Corinthian capitals. The columns are set against a clear blue sky. The entire image is overlaid with a semi-transparent light blue rectangle, which serves as a backdrop for the text. The slide is framed by a thin brown border.

Brand Discovery – Exercise Two

Differentiating the Montana Tourism Experience



Differentiating the Montana Tourism Experience

- What Do They Have That We Don't?
- What Do We Have That They Don't?
- Competitor Destinations
 - Wyoming, Idaho, Colorado, Utah
 - Seven Minutes Per Competitor